



EUROFIN ASIA GROUP REBRANDS TO EFA GROUP TO REFLECT EXTENDED FOCUS

SINGAPORE. 4 May, 2015 — Independent specialty finance house EuroFin Asia Group has undergone a brand review and unveiled its new identity as EFA Group today. It also launched a new logo and website, www.efa-group.net, which supports the Group's evolution with a broader corporate mandate.

The multiple award-winning firm has financed more than US\$4 billion in real economy transactions. The EuroFin Asia Group brand has served the company well since its inception in 2003, and this new identity will better reflect EFA's extended focus.

"Given the nature of our participation in real economy trade flows, it is appropriate for the new brand to reflect our firm's expansion, the breadth of our clients and investments, and the agility of today's ever-changing global markets. Overall, the refreshed EFA brand is much more representative of our total capabilities," explained Christian Stauffer, CEO of EFA Group.

Further commenting on the rebrand, Stauffer added, "It is important that EFA retains its established core values and at the same time develops a new and modern identity. The rebranding exercise ensures that we get the right message out there."

The rebranding exercise also includes new email addresses for all EFA staff. There will be no change to the company name.

About EFA Group

EFA Group is an independent specialty finance house offering investment opportunities across the capital structure spectrum, with a focus on real economy businesses.

Established in 2003 in Singapore, the Group has since expanded in size and capabilities, and now employs over 40 personnel between its offices in Singapore and Geneva.

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